



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 11-06-2012 PAGE: 1 of 3

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403867	10-26-2012	11-05-2012	3	CHAD BAREFOOT CAMPAIGN	CHAD BAREFOOT CAMPAIGN SD 18	POLITICALS	WTVD - DURHAM

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
1032	247422	PHILADELPHIA	A. CLIFFORD	10-27-2012	11-06-2012	M (Broadcast Month, Cycle 1)	N	247422

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 1032																	
1	10-29-2012	11-04-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	3	30	X	X	X	X	X			5	125	5	625.00
2	11-05-2012	11-06-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	3	30	X	X						1	125	1	125.00
3	10-29-2012	11-04-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30	X	X	X	X	X			5	250	5	1,250.00
4	11-05-2012	11-06-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30	X	X						1	250	1	250.00
5	10-29-2012	11-04-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81	1	30	X	X	X	X	X			3	750	3	2,250.00
6	11-05-2012	11-06-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81	1	30	X							1	750	1	750.00
7	10-29-2012	11-04-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	1	30	X	X	X	X	X			4	1,400	4	5,600.00
8	11-05-2012	11-06-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	1	30	X							1	1,400	1	1,400.00
9	10-29-2012	11-04-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY	2	30	X	X	X	X	X	X	X	5	750	5	3,750.00
10	11-05-2012	11-06-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY	2	30	X							1	750	1	750.00
11	10-27-2012	10-28-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)	2	30						X		1	150	1	150.00
12	10-29-2012	11-04-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)	2	30						X		1	150	1	150.00
13	10-29-2012	11-04-2012	06:00AM - 07:00AM	EYEWITNESS NEWS AT 6AM (MONDAY -FRIDAY)	2	30	X	X	X	X	X			6	500	6	3,000.00
14	11-05-2012	11-06-2012	06:00AM - 07:00AM	EYEWITNESS NEWS AT 6AM (MONDAY -FRIDAY)	2	30	X	X						2	500	2	1,000.00
15	11-05-2012	11-06-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY	2	30	X							1	600	1	600.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No 403867	Contract Dt 10-26-2012	Revision Dt 11-05-2012	Rev# 3	Advertiser CHAD BAREFOOT CAMPAIGN	Brand CHAD BAREFOOT CAMPAIGN SD 18	Product Code POLITICALS								Station/Market WTVD - DURHAM					
Agency Est# 1032			CMS # 247422	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-27-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 247422				
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 1032																
16	10-29-2012	11-04-2012	05:30PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8			2	30	X	X	X	X	X			5	750	5	3,750.00
17	11-05-2012	11-06-2012	05:30PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8			2	30	X							1	750	1	750.00
18	10-29-2012	11-04-2012	08:00PM - 10:00PM	MONDAY PRIME 8-10P (795)			2	30	X							1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS 2																
19	11-05-2012	11-06-2012	08:00PM - 10:00PM	MONDAY PRIME 8-10P (795)			2	30	X							1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS 2																
20	10-29-2012	11-04-2012	08:00PM - 09:00PM	TUES PRIME 8-9P (810)			2	30		X						1	3,000	1	3,000.00
			----- ITEM LINE NOTE ----- DWTS 2																
21	10-27-2012	10-28-2012	03:30PM - 07:00PM	COLLEGE FOOTBALL 330-7PM (848)			3	30						X		1	1,400	1	1,400.00
22	10-29-2012	11-04-2012	03:30PM - 07:00PM	COLLEGE FOOTBALL 330-7PM (848)			3	30						X		1	1,400	1	1,400.00
23	10-29-2012	11-04-2012	10:00PM - 11:00PM	WED PRIME 10-11P (814)			2	30			X					1	1,500	1	1,500.00
			----- ITEM LINE NOTE ----- NASHVILLE 2																
24	11-06-2012	11-06-2012	05:58AM - 07:00AM	EYEWITNESS NEWS AT 6AM (MONDAY -FRIDAY)			2	30		1						1	500	1	500.00
25	11-06-2012	11-06-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA			1	30		1						1	325	1	325.00

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Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$			
			Agency CPE: E : 1032																				
																Contracted Gross Total:		52	42,275.00				
																Actual Gross Total:		52	42,275.00				
																Agency Commission:			6,341.25				
																Net Total:			35,933.75				
Month/YR			Preempted		Made Good		Contract Total		Adjustments							Actual Total							
Oct 12			0.00		0.00		1,550.00		0.00							1,550.00							
Nov 12			0.00		0.00		40,725.00		0.00							40,725.00							
TOTAL			0.00		0.00		42,275.00		0.00							42,275.00							

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